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CLAIMS 1-41 CANCELED

42. A method of personalizing a broadcast video stream, comprising:  
providing a broadcast video stream;

personalizing the stream by generating overlay data at a central distribution station;

transmitting the personalized broadcast stream to the user using a compressed video transport; and

overlaying said overlay data at a set-top box of said user, wherein at least some of said overlay data is not a block-replacement overlay.

43. A method according to claim 42, wherein said overlay data comprises opaque data that visually replaces underlying information,

44. A method according to claim 42, wherein said overlay data comprises transparent data that visually combines underlying information.

45. A method according to claim 42, wherein said transmitting comprises transmitting in a broadcast system, whereby the personalized transmitted stream reaches a plurality of subscribers.

46. A method according to claim 45, wherein only a designated user can view said personalized stream.

47. A method according to claim 42, wherein said personalization makes said stream interactive.

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48. A method according to claim 42, comprising receiving a user input at said central distribution station.

49. A method according to claim 48, wherein said input comprises a response to content of a personalized stream.

50. A method according to claim 48, comprising determining an identification of a user for which to perform said personalization, from said user input

51. A method according to claim 50, wherein said user input comprises a user login ID.

52. A method according to claim 42, wherein said video stream is provided as a compressed video stream.

53. A method according to claim 42, wherein said stream is transmitted using a single channel of said transport.

54. A method according to claim 42, wherein said personalizing comprises modifying a visual portion of said stream.

55. A method according to claim 42, wherein said personalizing comprises modifying a data section of said transport, for application by a set-top box at said user.

56. A method according to claim 55, wherein modifying said data section comprises adding display commands for said set-top box to said data section.

57. A method according to claim 55, wherein modifying said data section comprises adding a compressed overlay for said set-top box to overlay, to said data section.

58. A method according to claim 57, wherein said overlay is compressed using a vector quantization method.

59. A method according to claim 57, wherein said overlay is compressed using a chain code compression method.

60. A method according to claim 57, wherein said compression does not transmit data corresponding to overlay blocks which do not change between frames.

61. A method according to claim 55, wherein modifying said data section comprises adding replacement image blocks for said set-top box to use for replacing blocks of said stream, to said data section.

62. A method according to claim 42, wherein said personalization comprises adding an output from a computer program.

63. A method according to claim 62, wherein said computer program comprises an e-mail program.

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64. A method according to claim 62, wherein said computer program comprises an Internet browser.

65. A method according to claim 42, wherein said personalization comprises adding information from an Internet source.

66. A method according to claim 42, wherein personalizing said stream comprises not modifying an audio section of the stream, such that said audio can be used by a plurality of different personalizations of the stream.

67. A method according to claim 42, wherein personalizing said stream comprises modifying an audio section of the stream.

68. A method according to claim 67, wherein said modifying comprises adding feedback for user interactions to said audio.

69. A method according to claim 67, wherein said modifying comprises modifying only a single channel of two channels of said audio.

70. A method according to claim 67, wherein said modifying comprises enhancing said audio.

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71. A method according to claim 42, wherein personalizing said stream comprises enhancing a video display of said stream.

72. A method according to claim 42, wherein said stream is compressed using an MPEG compliant compression scheme.

73. A method according to claim 72, wherein said MPEG comprises MPEG II.

74. A method according to claim 42, wherein said compressed video transport comprises an MPEG compliant transport.

75. A method according to claim 74, wherein said MPEG comprises MPEG II.

76. A method according to claim 42, wherein said central distribution station comprises a cable network head-end.

77. A method according to claim 42, wherein said compressed video transport comprises a cable network transport.

78. A method of personalizing a broadcast stream, comprising:  
providing a broadcast video stream;  
personalizing the stream at a central distribution station in a manner that reduces a visual quality of said provided video stream, while adding personalized information; and

transmitting the personalized broadcast stream to the user using a compressed video transport.

79. A method according to claim 78, wherein said quality is reduced to maintain a bandwidth requirement of said stream in said transport.

80. A method according to claim 78, wherein said quality is reduced once for a plurality of personalizations.

81. A method according to claims 78, wherein personalizing said stream comprises showing data side by side with a reduced version of said stream.

82. A method according to claim 78, wherein personalizing said stream comprises overlaying data on said stream.

83. A method according to claim 82, wherein said data is shown as a ticker.

84. A method according to claim 78, wherein personalizing said stream comprises:  
providing a list of display commands;  
generating a compressed video stream from said commands; and  
combining said compressed video stream and said broadcast stream.

85. A method according to claim 84, wherein said generating comprises directly generating transform coefficients from said commands.

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86. A method according to claim 78, wherein said personalized information is physically added at a set-top of said user.

87. A method according to claim 86, wherein said personalized information is transmitted as overlay data.

88. A method according to claim 86, wherein said personalized information is transmitted as display commands.

89. A method according to claim 78, wherein said stream is compressed using an MPEG compliant compression scheme.

90. A method according to claim 89, wherein said MPEG comprises MPEG II.

91. A method according to claim 78, wherein said compressed video transport comprises an MPEG compliant transport.

92. A method according to claim 91, wherein said MPEG comprises MPEG II.

93. A method according to claim 78, wherein said central distribution station comprises a cable network head-end.

94. A method according to claim 78, wherein said compressed video transport comprises a cable network transport.